

# ***THE DIGGING STICK***

Popular magazine of the South African Archaeological Society

## **ADVERTISING RATES AND PRODUCTION INFORMATION 2010**

Circulation: 1 100 (South Africa, Africa and internationally)

Published in April, August and December

### **Advertising rates (per insert, excluding Agency Commission)**

Full page black & white	R1 690
Full page + extra colour	R2 250
Full page + two extra colours (Back Cover)	R2 750
Full page, full colour (Back Cover)	R3 220
Half page black & white	R 990
Half page + extra colour	R1 280
Quarter page black & white	R 550
One-eight page black & white	R 300
<i>Loose insert</i> – supplied ready for inserting:	
First A4 sheet	R1 690
Each additional A4 sheet	R 840

VAT is not payable. The SA Archaeological Society is a registered Non-Profit Organization.

### **Material specifications: black & white**

<b>Complete 'one-piece' format:</b>	In electronic format supplied in <u>jpeg</u> or <u>tiff</u> (minimum 300 dpi), or as litho positive (pdf files cannot be accepted)
<b>For make-up by editor:</b>	Electronically in MS Word, with artwork/images in jpeg or tiff (minimum 300 dpi), or as hard copy with layout guide.
<b>Material with spot colour:</b>	Supply on CD with indication for spot colour make-up (CMYK)
<b>Page size (trimmed):</b>	295 mm x 210 mm
<b>Type areas:</b>	
Full page	253 mm deep x 170 mm wide
Half page horizontal	126 mm deep x 170 mm wide
Half page vertical	253 mm deep x 83 mm wide
Quarter page	126 mm deep x 83 mm wide
One-eight page	63 mm deep x 83 mm wide

**Booking and material deadline:** Last day of month preceding month of publication (i.e. 30 March, 31 July and 30 November)

**Cancellations:** Last date for cancellation is the booking and material deadline date. Full rate will be charged for late cancellations.

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